

The Downtown Los Angeles Art Walk
a California Public Benefit Corporation

Celebrating art, creativity and cultural diversity on the second Thursday of each month.

Dear interested sponsor:

We invite you to become a part of a remarkable community. The Downtown Los Angeles Art Walk is a free event held on the second Thursday of the month, in and around the Historic Core's Gallery Row neighborhood. For this one night, Downtown LA returns to its historic pedestrian-based culture, a vibrant scene that is itself a draw for locals and tourists seeking an authentic urban experience. Launched in 2004 by the then-gritty neighborhood's pioneer gallerists, Art Walk has become a grassroots success story, with upwards of 10,000 people coming out each month to see the newest art exhibits, enjoy the bustling street culture, eat, drink and socialize.

In June 2009, founder Bert Green handed the management of the Art Walk to a new team. Art Walk has been formally organized as a California Public Benefit Corporation and non-profit, so that there is more structured governance to ensure Art Walk's continuity and provide a vehicle for seeking broader support from the Los Angeles community.

We rely on your generous sponsorship to help to keep the Art Walk experience a fulfilling, safe and stimulating one for the growing crowds who ink the second Thursday on their calendars month after month. Your participation will bring customers to your door and your website, showing the community that you value the Art Walk's contributions to our shared culture. Our sponsors will be prominently featured on the Art Walk's highly trafficked website and in targeted communications, and have the opportunity to connect directly with the Art Walk's passionate user base.

Your support will allow us to print more free maps, provide skilled free walking tour guides, charter free shuttles, host guest speakers, and keep the website humming with all the information Art Walk patrons demand as they plan their adventures in downtown Los Angeles.

We offer a variety of sponsorship tiers, and there should be one that's right for you. Please call on me should you have any questions or ideas for some other form of sponsorship we haven't thought of yet.

I remain,

Richard Schave
Director

Downtown Los Angeles Art Walk P.O. Box 31227, Los Angeles, CA 90031
(213) 784-2598 • downtownartwalk@gmail.com • <http://www.downtownartwalk.com>

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Art Walk 2009 Sponsorship Opportunities

Downtown L.A. Retail (shop, bar, restaurant) - \$500 annual sponsorship package gets you a spot on the map and website and featured placement in sponsored emails, Facebook alerts and tweets for 12 Art Walks.

Promotional Giveaways (for products given away during Art Walk) - \$100 monthly or \$1000 annual sponsorship package gets your product listed on the website (requires 24 hour notice) and on the map (requires one week notice) and featured placement in sponsored emails, Facebook alerts and tweets.

Food Truck - \$100 monthly or \$1000 annual sponsorship gets your truck's approximate location and contact info listed on the map (requires one week notice) and on the website (requires 24 hours notice). Plus featured placement in sponsored emails, Facebook alerts and tweets.

Event Promoter - \$100 monthly or \$1000 annual sponsorship gets one commercial Art Walk event listed on the map and website and featured placement in sponsored emails, Facebook alerts and tweets. Multi-event packages are also possible. (Examples: free concert with cash bar, art exhibit in retail store, ticketed screening.)

Vendor - \$50 monthly or \$500 annual sponsorship gets one photo, your location, website, schedule and a description of your wares listed on the Art Walk website.

Performer - \$50 monthly or \$500 annual sponsorship gets one photo, your location, website, performance schedule and a description of your performance listed on the Art Walk website.

Other Opportunities – The Art Walk welcomes your inquiries about customized sponsor packages. Prominent branding opportunities include support for **walking tours, salons, printed maps, artistic programs and shuttles**, with associated mentions in Art Walk's Facebook and Twitter posts, email blasts, maps and publicity.

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Downtown Los Angeles Art Walk 2009 Sponsorship Form

Sponsor information:

Company: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail address: _____

Level :

- ☐ \$500 annual **Retail** sponsor
☐ \$100 monthly **Promotional Giveaways** sponsor - OR - ☐ \$1000 annual **Promo.**
☐ \$100 monthly **Food Truck** sponsor - OR - ☐ \$1000 annual **Food Truck**
☐ \$100 monthly **Event Promoter** sponsor - OR - ☐ \$1000 annual **Event Promoter**
☐ \$50 monthly **Vendor** sponsor - OR - ☐ \$500 annual **Vendor**
☐ \$50 monthly **Performer** sponsor - OR - ☐ \$500 annual **Performer**

☐ \$ _____ **Other amount... please contact us to discuss the possibilities**

Payment options:

☐ Check enclosed payable to: Downtown Los Angeles Art Walk

Please list my/our name in the marketing material and on the website as:

Our website URL for links is: _____

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